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Budget Bureau No. 43-R210.6
Approval Expires Oct. 31, 1971

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REGISTRATION SECTION UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Month Period Ending **30 JUN 1971**
(Insert date)

Name of Registrant **European Travel Commission** Registration No. **574**

Business Address of Registrant **c/o Danish National Tourist Office**
505 Fifth Avenue
New York, New York 10017

I - REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

| | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

| | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

2. Explain fully all changes, if any, indicated in Item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

Date Connection
Ended

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

| <i>Name</i> | <i>Residence Address</i> | <i>Citizenship</i> | <i>Position</i> | <i>Date Assumed</i> |
|-------------|------------------------------|--------------------|-----------------|-------------------------|
|-------------|------------------------------|--------------------|-----------------|-------------------------|

-
5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his services.

-
6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| <i>Name</i> | <i>Position or connection</i> | <i>Date terminated</i> |
|-------------|-------------------------------|------------------------|
|-------------|-------------------------------|------------------------|

-
7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity?

Yes ☐ No ☒

If yes, furnish the following information:

| <i>Name</i> | <i>Residence Address</i> | <i>Position or connection</i> | <i>Date connection began</i> |
|-------------|------------------------------|-----------------------------------|----------------------------------|
|-------------|------------------------------|-----------------------------------|----------------------------------|

II - FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

See list which is attached and marked "Item 10"

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

For foreign principals, see item 10.

Sponsored a Conventions and Incentive Travel Mart which was held at the Biltmore Hotel, New York City, on March 29, 30 and 31 (see report attached).

¹ The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes ☐ No ☒

If yes, describe fully.

² The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

Total

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

If yes, furnish the following information:

[illegible]

³ A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| <i>Date</i> | <i>To Whom</i> | <i>Purpose</i> | <i>Amount</i> |
|-------------|------------------------------|--|---------------|
| 1971 | Donald N. Martin and Company | Secretarial services | \$ 4,000.00 |
| 1/19 | Donald N. Martin and Company | 1970 Radio Promotion | 19,729.12 |
| 1/21 | Donald N. Martin and Company | Conventions & Incentive Mart | 20,000.00 |
| March | Donald N. Martin and Company | Conventions & Incentive Mart | 20,000.00 |
| May | Donald N. Martin and Company | Conventions & Incentive Mart | 20,000.00 |
| May | Donald N. Martin and Company | Public Relations Activities | 4,859.98 |
| June | Donald N. Martin and Company | 1971 Lively Months Promotion | 10,000.00 |
| June | Donald N. Martin and Company | 1971 Lively Months Promotion | 15,000.00 |
| June | Donald N. Martin and Company | Conventions & Incentive Mart | 5,027.15 |
| June | Donald N. Martin and Company | Printing of Conventions & Incentive Travel Mart Report | 2,327.40 |

Total \$120,943.65

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

| <i>Date disposed</i> | <i>Name of person to whom given</i> | <i>On behalf of what foreign principal</i> | <i>Description of thing of value</i> | <i>Purpose</i> |
|--------------------------|---|--|--|----------------|
|--------------------------|---|--|--|----------------|

(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes ☐ No ☒

If yes, furnish the following information:

| <i>Date</i> | <i>Amount or thing of value</i> | <i>Name of political organization</i> | <i>Name of candidate</i> |
|-------------|-------------------------------------|---|------------------------------|
|-------------|-------------------------------------|---|------------------------------|

V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?
Yes ☐ No ☒
If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

-
19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:
☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

-
20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:
☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

-
21. What language was used in this political propaganda:
☐ English ☐ Other (specify) _____

-
22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?
Yes ☐ No ☐

-
23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

-
24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?
Yes ☐ No ☐
-

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes ☐ No ☐
Exhibit B⁷ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?

Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶ The Exhibit A, which is filed on Form DJ-306, sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form DJ-304, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. **EXHIBIT C**

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. **SHORT FORM REGISTRATION STATEMENT**

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)



Axel Dessau
Chairman

Subscribed and sworn to before me at New York

this 16th day of August, 19 71



(Signature of notary or other officer)

ILMA BRUMME
Notary Public, State of New York
No. 000495500
Qualified - Bronx County
Commission Expires March 30, 1972

My commission expires _____, 19 _____

⁸ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Internal Security Division, Department of Justice, Washington, D.C. 20530.)

Item 10

Austrian National Tourist Office
Official Belgian Tourist Bureau
Danish National Travel Office
Finnish National Travel Office
French Government Tourist Office
German National Tourist Office
British Tourist Authority
Greek National Tourist Office
Consulate General of Iceland
Irish Tourist Board
Italian Government Travel Office
Luxembourg Consulate General
Monaco Information Center
Netherlands National Tourist Office
Norwegian National Travel Office
Portuguese Information, Tourist and Trade Office
Spanish National Tourist Office
Swedish National Travel Office
Swiss National Tourist Office
Turkish Tourism and Information Office
Yugoslav State Tourist Office

1971

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REGISTRATION SECTION

**EUROPEAN TRAVEL COMMISSION
CONVENTIONS AND
INCENTIVE TRAVEL MART**

REPORT

DONALD N. MARTIN AND COMPANY

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EUROPEAN TRAVEL COMMISSION
CONVENTIONS AND INCENTIVE
TRAVEL MART

REPORT

TO

EUROPEAN TRAVEL COMMISSION

BY

DONALD N. MARTIN AND COMPANY
International Travel Development Consultants
630 Fifth Avenue, New York, N. Y.

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PURPOSE AND OBJECTIVES

The company proposed to the European Travel Commission in 1970 that strong emphasis should be placed on the development of large scale group movements from the United States to Europe. Generating volume travel is essential to utilize the greater capacity of trans-Atlantic carriers and increased ground facilities within all the E.T.C. member countries. Preliminary investigation determined two high potential specialized markets for development:

Incentive Travel – American corporate expenditures on incentives is estimated at \$3.9 billion annually, of which \$225 million is for travel within the U.S. and abroad.

Conventions – Some 50,000 meetings are held annually by American organizations away from their headquarters cities, at an estimated expenditure in excess of \$7 billion.

The Commission approved the proposal and the company proceeded to fulfill the following objectives:

1. Perform research into the American convention and incentive markets to determine their nature, size and travel potential.
2. Define the existing and potential consumers within these two markets and identify their decision-making systems.
3. Develop a marketing strategy that would provide access to the volume markets specified.
4. Identify the decision-making executives within the American organizations and develop and implement a system that would bring these Americans together with European tourism officials and industry executives.
5. Formulate a method for establishing an interface between the European and American executives that would produce direct communications at the decision-making level.
6. Create a state of awareness of the involvement of the Commission and its member national tourist offices in these two markets by publicizing their objectives and intentions to the American incentive, convention and travel industries.
7. Plan, organize and direct a meeting to achieve the necessary interface of European and American delegates and institute such steps as necessary to achieve an environment conducive to the establishment of personal contacts and the exchange of information.

INCENTIVE TRAVEL RESEARCH AND PLANNING

Initial investigation revealed that little methodical research had been conducted into the nature, operation, trends and potential of the incentive travel industry as a source of volume travel. A research criteria was therefore adopted that would secure information, statistics and opinion from all sectors of the industry and would include each phase of an incentive program from conception through to completion. This research included in-depth interviews and analytical investigations with corporations within the motivation industry, airlines, national tourist offices, trade publications and actual users of travel and other incentives.

A summary of this research was prepared and forwarded with other data to the E.T.C. member national tourist offices for their use in preparing the tourism industry in their respective countries. This material included a summary of the anatomy of the industry, sample articles detailing case histories of incentive programs, and itemized listings of information required by American incentive operators. It also included guidelines for the preparation of sample incentive programs and recommendations on incentive program presentation.

The research defined the size and nature of the American incentive industry and concluded that Europe's volume of tourist traffic produced by the industry could be increased in two ways: First, by securing a greater percentage of existing incentive travel, and second, through expanding the over-all use of travel as an incentive. The strategy developed was designed to present Europe as the most effective motivating destination, and also as a direct alternative to consumer product incentives.

This dual strategy of extending the primary demand for travel as an incentive combined with increasing Europe's share of that demand, was applied consistently throughout the project.

The persons responsible for preparing, promoting and executing American incentive programs were identified, and extensive investigations were made into their requirements and mode of operation.

This investigation was concerned with the relationships between the incentive industry and their client corporations, and the relationships between incentive operators and the producers of travel services. From this research an industry schematic profile was developed and demographic profiles were prepared on each operative segment.

CONVENTIONS RESEARCH AND PLANNING

The object of this research was to identify organizations who are high potential prospects for conventioning in Europe.

Because of the absence of primary information on the subject, a system of multiple classification was used to give each organization a Convention-in-Europe Prospect Rating. Primary classification grouped American organizations that hold conventions and meetings by their size, style and purpose. The organizations were further categorized by the geographical locations in which they had traditionally held conventions. They were then identified by their geographical location within the United States. This multiple classification process resulted in 27 categories ranging from organizations with high income membership, holding large four day conventions with post-convention tours, having previously conventioned in Europe and based in the New York market area, to small regional organizations holding one- or two-day meetings normally within their own region and based geographically distant from New York.

Concurrent with this research, investigations were made into the site selection decision-making process within the subject organizations and an effort was made to determine the actual rationale that preceded a selection decision. An organization's resistance to site pattern change was also assessed and in-depth interviews were conducted to determine the extent and nature of any resistance to conventioning in Europe.

Throughout this research, associations and corporations were treated separately and their differentiating characteristics were identified.

Lists were compiled of associations and corporations, and classified in the manner described above. Those organizations classified as low potential European convention prospects were eliminated from the invitation listing. The organizations assessed as medium prospects were retained as invitees, as the company considered that to select with excessive severity could result in the inadvertent loss of high potential prospects. The research determined the nature, trend and attitude of the market toward conventioning in Europe and established its size and economic character.

The decision-making personnel were identified within each organization and their relationship with other organizations and the travel industry was studied.

A summary of this research, together with a list of convention facility requirements and articles on conventions successfully held in Europe, was forwarded with the incentive travel information to the E.T.C. member national tourist offices, for use in preparing the industries in their respective countries.

It was concluded from the research that as in the case of incentive travel there should be a dual strategy for the promotion of Europe as a convention destination. First, to attract those organizations which had previously met in Europe, and second, to convince those organizations which traditionally have convened within or near the United States, that they should meet in Europe. This strategy was adopted to produce short term results and provide immediate return on investment by utilizing the versatility of Europe to re-attract those who had previously used its convention facilities and simultaneously initiate a long term growth program by upgrading the thinking of organizations which previously had not considered using Europe for a convention.

AMERICAN ATTENDANCE PROMOTION & SOLICITATION

Seven hundred and seventy-three (773) invitees were selected from an original list of 1249 incentive operators, general tour operators, incentive travel users, associations and corporations, which had been compiled by the company with the assistance of national tourist offices, airlines, publishers and trade associations. This list of invitees was distributed to the E.T.C. New York directors.

The 773 prospects received initial invitations as shown on pages 12 and 13, which enclosed a hotel registration form, a Mart registration form and an airfare reimbursement offer where applicable.

This invitation and all other correspondence was on letterhead especially designed for the project. The letterhead employed different colors and different emphasis for Incentive Day, Convention Day and general correspondence. All correspondence was forwarded over the name and signature of the E.T.C. chairman.

The Mart registration required a basic fee of \$25, with a \$15 fee for each additional registrant. The imposing of the fee was a departure from existing practice for meetings of a similar nature within the American tourism industry and was questioned on occasion by prospective invitees during the planning period.

The decision to charge this fee was made for the following reasons:

- (a) To secure a commitment from the intending participant and thereby reduce the occurrence of "no shows."
- (b) To separate by price those who had a conscientious interest in the Mart and its contents from those whose intangible interest and curiosity would only detract from its efficiency and productivity.
- (c) To differentiate the Mart from the many less business-oriented convocations which the invitees are frequently asked to attend.

The airfare reimbursement offer was sent to Convention Day invitees. This action was taken to encourage participation by organizations and corporations situated out of New York which may have been reluctant to invest in transportation to a meeting whose value had yet to be established.

The initial invitation mailing was followed by a random telephone survey to assess reaction and detect any over-all resistance or trend. This survey revealed that a significant number of prospective attendees (1) were unsure of the caliber and authority of the European delegates, and (2) were dubious of their need of the Mart's information.

On receipt of European delegation information the company compiled a list of European delegates, which was printed and forwarded in a special mailing. A subsequent mailing included a publicity flyer illustrating the attractions of the mart and explaining its purpose and value to United States association executives and convention planners.

The total number of mailings was 2,741.

During the four weeks immediately preceding the Mart, the company staff telephoned invitees to assess their suitability to participate and to secure a commitment of attendance. This telephoning project encountered several difficulties; for example, of the American association and corporation executives called, 32% no longer held the convention decision-making position for which they had been invited, and their successor had to be located and invited. These and other factors resulted in more than 800 calls having to be made to produce 463 effective discussions.

The results of the telephone calls were recorded and the invitee list was revised accordingly. Invitees who were found to be unsuitable due to a variety of restrictions and limitations were deleted from the original list, which underwent a continual process of quality improvement. This revised list was printed and copies were distributed to the E.T.C.

The major obstacle to obtaining acceptance was an over-all reluctance to attend "something that had never been done before." Individual solicitation was therefore necessary to inquire into the operation of each organization and ascertain the responsibilities of each invitee so that the relevant practical value of the Mart could be established with sufficient strength to justify attendance. In many cases repeated calls, detailed explanations, additional mailed information and personal calls by New York directors of E.T.C. national tourist offices were needed to secure a commitment to attend.

This telephone solicitation campaign, combined with the mailings, resulted in a total American acceptance for both days of 221.



European Travel Commission

Incentive Travel Mart

21 COUNTRIES UNDER ONE ROOF / AUSTRIA • BELGIUM • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN
GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN
SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA / THE BILTMORE, MADISON AVE. AT 43rd ST., NEW YORK CITY

Incentive Travel Day • Tuesday, March 30, 1971

INVITATION TO INCENTIVE DAY INVITEES

INDIVIDUALLY ADDRESSED BY NAME AND TITLE

The European Travel Commission invites you to participate in the first Incentive Travel Mart, to be held at the Biltmore Hotel in New York City on March 30, 1971. This Mart has been arranged to enable American Incentive organizations to examine the incentive travel aspects of 21 countries in one day, and under one roof.

Delegations from each of the 21 ETC member countries will include senior officers from their government tourist boards and the suppliers of accommodation, transportation and attractions within each country. These Europeans by their position and authority will be able to provide complete and usable information for the preparation of incentive programs for their countries.

The Mart will include panel discussions, case studies and a luncheon speaker; however, the major part of the day will be devoted to workshop sessions, during which American participants will visit each country's delegations for discussions on their specific requirements. As all facilities will be represented, every facet of a complete incentive travel program can be evaluated, costed and compared. During these workshop sessions incentive operators will be able to establish working relationships with Europeans whose cooperation and understanding will contribute to the planning and implementation of future incentive travel programs.

The time and effort saved by being able to cover Europe in one day, with direct access to authoritative information and contacts, make this an extremely valuable opportunity for American incentive operators who wish to further utilize the incentive potential of European travel.

I look forward to meeting you at the Mart.

Sincerely,

Axel Dessau
Chairman



European Travel Commission Conventions Travel Mart

21 COUNTRIES UNDER ONE ROOF / AUSTRIA • BELGIUM • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN
GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN
SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA / THE BILTMORE, MADISON AVE. AT 43rd ST., NEW YORK CITY

Convention Travel Day • Wednesday, March 31, 1971

INVITATION TO CONVENTION DAY INVITEES

INDIVIDUALLY ADDRESSED BY NAME AND TITLE

The European Travel Commission invites you to participate in the first Convention Travel Mart on Wednesday, March 31, 1971 at the Biltmore Hotel in New York City. This Mart has been arranged to enable American organizations to examine convention facilities and costs of 21 European countries in one day, and under one roof.

Delegations from each of 21 ETC member countries will include senior officers from their government tourist boards, and the suppliers of accommodation, transportation and convention facilities within each country. These Europeans by their position and authority will be able to provide complete and usable information on all aspects of holding a convention in their countries.

The Mart will include panel discussions, case studies and a luncheon speaker; however, the major part of the day will be devoted to workshop sessions, during which the American participants will visit each country's delegation for specific discussions on their requirements. All facilities including airlines will be represented, enabling every facet of a complete convention package to be evaluated, costed, and compared. As conventioning in Europe costs less than is generally thought, European delegates will be presenting convention proposals of special interest to cost conscious organizations. The program will also emphasize ways in which organizations can utilize the prestige and excitement of conventioning in Europe, as well as its commercial, educational and promotional benefits.

The time and effort saved by being able to cover Europe in one day, with direct access to authoritative information and contacts makes this an extremely valuable opportunity for those American organizations who wish to develop more successful conventions, seminars, congresses and meetings.

I look forward to meeting you at the Mart.

Sincerely,

Axel Dessau
Chairman

Throughout the pre-Mart period the company issued press releases and worked with the travel, incentive, and convention and meetings trade press to achieve pre-Mart publicity.

TRAVEL WEEKLY

March 16, 1971

Seek incentive and convention business

Europeans to hold travel mart in New York

March 30 and one on conventions the following day.

Representatives of all 21 ETC

tion on utilizing some of Europe's historic buildings in conjunction with conventions as well as new facilities and those which will be completed in the next few years.

Among those attending the travel mart, the first to be sponsored by ETC, will be Dr. Werner Kaempfen, ETC president

Na-
Rei-
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Eco-
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TRAVEL WEEKLY March 2, 1971
ETC Travel Mart planned

NEW YORK—The European Travel Commission Conventions and Incentive Travel Mart will be held at the Biltmore Hotel, New York, March 29-31. The first day will be devoted to meetings of the ETC-member-country delegations—including senior national tourist office officials, hoteliers, handling agents and convention bureau heads.

The second day, a full-day session, will be held for a selected group of U.S. incentive operators. On March 31, association and corporation execu-

tives responsible for organizing conventions and meetings have

been invited to a day session of each day of discussions. American participants and the country's delegates also included case studies.

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TRAVEL TRADE NEWS EDITION **MARCH 1, 1971**

ETC Schedules Mart

A major bid for a bigger share of the estimated \$3.9 billion which American cor-

THE TRAVEL AGENT, MARCH 29, 1971

More than 150 top tourism officials to attend ETC-sponsored Travel Mart, March 30

NEW YORK — The first European Travel Commission-sponsored Travel Mart here (March 30-31) is expected to attract more than 150 top European government tourism officials and travel industry executives who will meet with U.S. incentive travel operators and organizers of conventions and meetings.

ETC Travel Mart

Plans have been completed for the European Travel Commission's first Conventions and Incentive Travel Mart at the Biltmore Hotel in New York City March 29-31.

U.S. incentive operators and European counterparts will hold face-to-face discussions at "21 Countries Under One Roof" sessions March 30.

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CANADIAN TRAVEL NEWS, MARCH, 1971

European Travel Commission to Hold Convention and Incentive Travel Mart

The European Travel Commissions' first Convention and Incentive Travel Mart to be held at the Biltmore Hotel, March 29-31, in New York City, will attract delegates from ET member countries, including senior national tourist office chiefs, hoteliers, handling agents and convention bureau heads as well as association and corporation executives responsible for organizing conventions and meetings.

The Mart will include panel discussions, case studies and presentations, but the major part of each day will be devoted to workshop sessions during which American participants will visit each country's delegation for face-to-face discussions.

ETC Chairman Axel Dessau, Director of the Danish National Travel Office, said that the ETC has conceived the project as a pioneering effort to bring the European travel industry together with North American users of these two specialized types of travel.

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Members of delega

Leading the delegation are the directors of the German Tourist Office, and personalities such as the director general of the Ministry of Economic Affairs, Peter Heering, the owner and chairman of the German Tourist Office, and the director of the German Tourist Office, and the director of the German Tourist Office.

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TRAVEL MART DESIGN

Each day of the three-day Mart had a specific and different purpose.

The first day (Monday, March 29th) was an orientation day for European delegates to insure that they would be familiar with the Mart program, the workshop operational system, and nature and requirements of the American attendees. European Organization Day was also designed to include presentations by representatives of the American convention and incentive industries through which the European delegates could gain an insight into their thinking, requirements and philosophy. It was appreciated that some of the information included in these presentations would be known by some of the European delegates; however, it was felt that the success and productivity of the following days was dependent not only upon a familiarity with U. S. convention needs and with the workings of the American incentive industry, but it was also considered important for the European delegates to understand the incentive operators' current attitude towards Europe as an incentive.

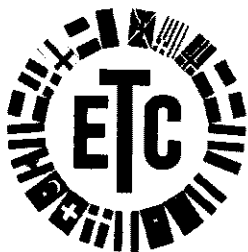
The second day (Tuesday, March 30th) was Incentive Day, where incentive operators, corporations who direct their own incentive programs, and tour operators who make incentive program arrangements were brought together with European delegates. The day's program was designed to establish initially the premise of Europe as the optimum motivator and then through a booth workshop system sponsor individual discussions in which European delegates would discuss and promote the selection of their country and its facilities for incentive programs.

The third day (Wednesday, March 31st) was Convention Day with the same format as the previous day. However, its theme and function was to promote the selection of Europe as a convention site and induce more American associations and corporations to meet in Europe. Decision-making executives from associations and corporations were brought together with the European delegates.

On both Incentive and Convention Days, the total emphasis was on the promotion of person to person discussions in which usable information could be exchanged, specific requirements resolved and personal contacts established.

It was decided not to pre-schedule appointments for the entire workshop period as the individual interest of American participants could not be anticipated, nor could their individual discussions time requirements be predicted. Nevertheless, it was felt that some appointment stimulation was necessary and that it was important to introduce Americans to some countries they would not investigate of their own volition. Four random appointments were therefore arranged for each attendee, each day.

To produce a total European indoctrination environment, a multi-media technique was employed including hostesses dressed in their national costume, entertainment by European musical groups, souvenirs of conspicuous European origin, European wines and cheeses, 369 large and small flags of the participating European countries, and 128 prizes including trips to Europe, diamond rings, and cases of champagne.



European Travel Commission

PROGRAM OUTLINE

- Monday, March 29, 1971 EUROPEAN ORGANIZATION DAY**
- 9 a.m. **Registration.** Biltmore Hotel Lobby.
 - 10:30-11:30 a.m. **Organizational Meeting—European Delegates Only.** Windsor Room—18th Floor.
 - 11:30-12 noon **Reception.** Vanderbilt Suite—First Floor.
 - 12-1:30 p.m. **Buffet Luncheon.** Music Room—First Floor.
 - 1:45-3:30 p.m. **Orientation on Incentive Travel.** Music Room—First Floor.
 - 3:45 p.m. **Caucuses of European Delegations.**
 - 6-7:30 p.m. **Reception.** Spanish National Tourist Office, 589 Fifth Avenue, New York (5-minute walk from Biltmore Hotel). **Hosts:** The New York representatives of the 21 member countries of the European Travel Commission.
- Tuesday, March 30, 1971 INCENTIVE TRAVEL DAY**
- 8:30-9 a.m. **Registration.** Biltmore Hotel Lobby in front of Bowman Room.
 - Continental Breakfast.** Bowman Room—Lobby Floor.
 - 9-10 a.m. **Opening Session.** Bowman Room—Lobby Floor.
 - Presentation of Europe for Incentive Travel and Introduction of European Delegations.**
 - 10:15 a.m.-12:15 p.m. **Travel Mart Workshop.** 19th Floor.
 - American delegates** please proceed to first appointment.
 - 12:30-1 p.m. **Reception.** Music Room Foyers—First Floor.
 - 1-2:15 p.m. **Luncheon.** Music Room—First Floor.
 - 2:30-4:30 p.m. **Travel Mart Workshop.** 19th Floor.
 - American delegates** please proceed to first afternoon appointment.
 - 4:45-6:30 p.m. **European Festival Cocktail Party.** Music Room—First Floor.
 - Entertainment and Drawing for prizes including trips to Europe.**
- Wednesday, March 31, 1971 CONVENTION TRAVEL DAY**
- 8:30-9 a.m. **Registration.** Biltmore Hotel Lobby in front of Bowman Room.
 - Continental Breakfast.** Bowman Room—Lobby Floor.
 - 9-10 a.m. **Opening Session.** Bowman Room—Lobby Floor.
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 - 10:15 a.m.-12:15 p.m. **Travel Mart Workshop.** 19th Floor.
 - American delegates** please proceed to first appointment.
 - 12:30-1 p.m. **Reception.** Music Room Foyer—First Floor.
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 - 2:30-4:30 p.m. **Travel Mart Workshop.** 19th Floor.
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 - 4:45-6:30 p.m. **European Festival Cocktail Party.** Music Room—First Floor.
 - Entertainment and Drawing for prizes including trips to Europe.**

On European Organization Day a panel of leading U.S. specialists explained to the European delegates the criteria which they use in convention and incentive planning.



GILLETT

Charles Gillett, executive vice president of the New York Convention and Visitors Bureau, described the various types of organizations which hold conventions and meetings, then enumerated the essential ingredients which U.S. convention planners seek.

The three giants of the incentive market, Maritz, E. F. MacDonald and S & H Travel, described their companies' role in the packaging and selling of motivation travel.



COLEMAN

C. L. Coleman, president of Maritz Travel Company, explained motivation philosophy by the way in which incentive travel fills the role of psychic income, providing satisfaction over and above the basic requirements of health and security.



REDMAN

Harry Redman, president of E. F. MacDonald Travel, explained that in selling a sales incentive program an operator must sell it twice — first to the client or the decision makers in a given company; and second, to the participants. He analyzed the steps in preparing and selling an incentive travel program.



MCCAUSLAND

George McCausland, vice president, S & H Travel, explained how an incentive travel program operates at a destination and discussed the basic elements of a successful incentive travel program. "The name of the game is flexibility and performance. Two words — customer satisfaction — are the key to the success of incentive travel."

Conventions and Incentive Travel Mart

April 13, 1971

TRAVEL WEEKLY

Page 638



Hostess Tonla Giannaris, Greek National Tourist Office, New York.



Hostess Corinne Sharpe, British Tourist Authority, New York.

At Incentive and Convention Travel Mart

NEW YORK — Twenty-one hostesses in traditional costumes greeted delegates in almost as many languages at the first Incentive and Convention Travel Mart sponsored by the European Travel Commission.

Over 400 European and American travel industry execu-

tives and convention specialists from American industry attended the three-day fair held recently at the Biltmore Hotel in New York. At 40 booths, the American participants learned about new convention centers, hotels, sightseeing programs and facilities available for large

or small incentive and convention programs in the 21 member countries of ETC.

According to ETC Chairman Axel Dessau, the travel mart may become a biennial affair.

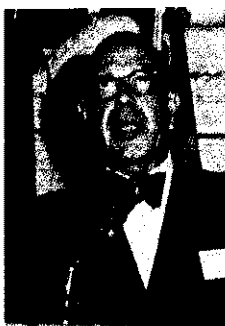
The potential in new business from incentive and convention travel to Europe has been estimated to be upwards of \$1 billion over the next ten years.



The British Tourist Authority brought its own Pled Piper, who called the participants to meetings and to lunch.



Among the dozens of gifts and prizes were trips to Italy presented by, from left, Emilio Tommasi, Italian Government Travel Office, and Ray Aubel, Alltallo, New York, to winners Pierre Dupont, World Business Council, Glen Cove, N.Y.; Carol Blum, Foreign Travel Associates, Chicago, and Samuel Cory, Provident Indemnity Life Insurance, Norristown, Pa.



At the helm, ETC Chairman Axel Dessau, Danish National Tourist Office.



At the Monaco booth, L. J. Rochet, Monaco Tourist Office, Monte Carlo; Caroline Cushing, Monaco Tourist Office, New York, and Philip Office, Top Value Enterprise, Dayton, Ohio.



At the Yugoslavia booth, John Dlass, Flying Mercury, New York; Mark Podkubavski, Nina Varnosza and D. G. Gilevje, Atlas Travel, Dubrovnik.



At the Norway booth, Louis Fenech, \$5-A-Day Tours, New York; Finn Dollis, Norwegian Hotel and Restaurant Association, Oslo; Per Prag, Norwegian National Tourist Office, New York; and Oscar Bada, president, Norwegian Society of Travel Agents.

"This Travel Mart has been conceived as a marketplace — a marketplace for the exchange of ideas and for the initiation of discussions that will lead to the scheduling of meeting and incentive programs in Europe.

"When we decided to hold a meeting on these subjects we decided not to talk at you, but talk with you. We have, therefore, invited you to visit our 21 countries under one roof to cost and compare, gain factual information and talk person to person.

"Let me assure you that our convention centers are ready. Our hotels are ready. The transportation is ready. And we are ready — ready to talk business." Axel Dessau, chairman, European Travel Commission, and director, Danish National Tourist Office.



DESSAU



Above: German booth during a workshop session. Right: Enrique Garcia-Herraiz, Spanish National Tourist Office, New York; Roy Carey, Lissone-Lindemann, New York; Kim Bejar, CHAT Travel Agency, Barcelona; and Josephine Graziano, Dee Travel, New York. Above left: Edward Barone, Sun Line of Greece, New York; Brook Horgan, World Crafts Council, New York.



AMERICAN PARTICIPANT RESPONSE

Gilbert Garber of Garber Travel, Brookline, Mass., stated, "It worked." He added that he had bought programs and that he feels he will make sales because of participating in the Mart.

Joseph Blackman of the Society for International Veterinary Symposia, Oceanside, N. Y., was choosing where to take 200 members of the Society in 1971. "It will definitely be Europe. I found out about new facilities and met contacts who will prepare an itinerary for us — it was certainly worthwhile."

"The most worthwhile effort ever made of coping with the new trend of mass travel, which is rapidly becoming the most important sector of our industry," was the comment of John H. Diess of Flying Mercury.

James Jones of Connecticut General Life Insurance Company, Hartford, Conn., called the Mart "A big success — it was just what we needed. We have met in every nearby foreign location, and now we are ready to cross the Atlantic. I had no European contacts at all — zero — and now I know people in Europe and they know me. That's not bad for one day's work!"

John J. Rahaghan of Pepsico Inc., Purchase, N. Y., called the meeting one of the most informative he has attended in years, and added that the "extra dividend" was the tourism executives from 21 countries available under one roof.

Robert F. Coleman of the National Institute of Rug Cleaning, Arlington, Va., said, "I learned a lot about places where we had not even thought of going. We had no plans for going to Europe and now we have to change all our arrangements because we'll probably be going to either Monaco or Yugoslavia in 1972."

Mrs. Benita Lubic of Transeair, Washington, D. C., said, "This exchange of ideas saved us time in getting over to Europe and trying to visit 21 countries. The Europeans were well qualified to answer my questions, and we were able to pick up useful suggestions and new ideas. I actually finalized a program which is just ideal."

Arnold Tolkin of ATS Travel, New York, said, "I got more out of the Travel Mart in two days than I get out of a 10-day trip to Europe," adding that the Mart was "by far the most outstanding working seminar in my experience." He concluded at least one piece of business — "a tremendous London program for December."

Mrs. Laura Scharf of Association of Industrial Advertisers, New York, said, "Being able to speak with all the different people was most worthwhile. I have tons of information on capacities and facilities. We are considering holding a seminar in Europe, and we now have the information and the contacts."

John G. Worssam of The Conference Board termed the Mart "extremely rewarding in that so many countries were represented under one roof with a wealth of information of particular usefulness to organizations such as The Conference Board in seeking out new locations and activities for host organizations holding meetings in Europe." He added, "I hope this activity may be repeated on an annual basis."

Walter F. Koskey of I.T.T. World Communications, Inc., said, "It was outstanding because of what I accomplished in one day. I'm taking a group of about 140 to Europe next year and am arranging it with the people I met at the Mart. The contacts were good — you can read a brochure — but it's not like a face-to-face talk with someone who knows."

CONCLUSION

The Productivity and effectiveness of the Mart were evaluated throughout its duration and during the period that immediately followed. This evaluation was based on interviews and discussions with representative European delegates, a cross-section of American participants and members of the trade press covering the Mart. The evaluation endeavored to determine the value of contacts established and to detect any over-all changes in attitude toward consideration of Europe as a destination by American attendees. It was also determined that actual business was initiated and consummated.

A summary of the survey results follows:

1. There was over-all increase in understanding of the nature, size and potential of the two markets covered.
2. All participants (both European and American) concurred on the value of the personal contacts made and the working relationships established.
3. European delegates agreed that the extent of market entry and the depth of penetration achieved would provide an adequate basis for future market development.
4. Of the American organizations who had not previously considered Europe as a convention or meeting site, the majority intend preparing and investigating European proposals.
5. European delegates interviewed were of the opinion that the immediate business resulting from the Mart justified the investment.
6. There was strong positive reaction by members of the American incentive travel industry to the information obtained and the value of meaningful discussions conducted.
7. American participants were impressed by the thoroughness of European preparation, and made complimentary reference to the Europeans' enthusiasm and outgoing attitude.
8. Assessment of the anticipated retained impression was difficult; however, the investigations did indicate that a durable impact was made on the two markets.
9. Interviews showed that a state of awareness of the activities of the Commission and its member national tourist offices had been successfully achieved, and this finding was also reflected in the trade press coverage.

The Chairman of the European Travel Commission summed up the reaction to the Travel Mart of his colleagues and European travel industry delegates: "Effective beyond our most optimistic anticipation."